



Risk Communication

STEC Infections Linked to Flour

Goals of Risk Communication

- **Two goals:**

1. Short term: Warn about the outbreak and product recalls
2. Long term: Change behavior

Short Term: Outbreak Warnings



CDC

July 1, 2016 · 🌐



More flour recalled after E. coli is found in flour sample. Do not eat raw dough or batter. Even tasting a small amount can make you sick. Check for recalled brands and don't use them: [go.usa.gov/cSX45](https://www.go.usa.gov/cSX45)



General Mills flour recall consumer information

Raw cookie dough linked to General Mills flour recall and E.coli outbreak

Short Term: Outbreak Warnings

- **Numerous recalls**

- Different products
- Multiple brand names
- Message fatigue

- **Storage of product**

- Many people move flour into a different container
- May not remember what brand they purchased







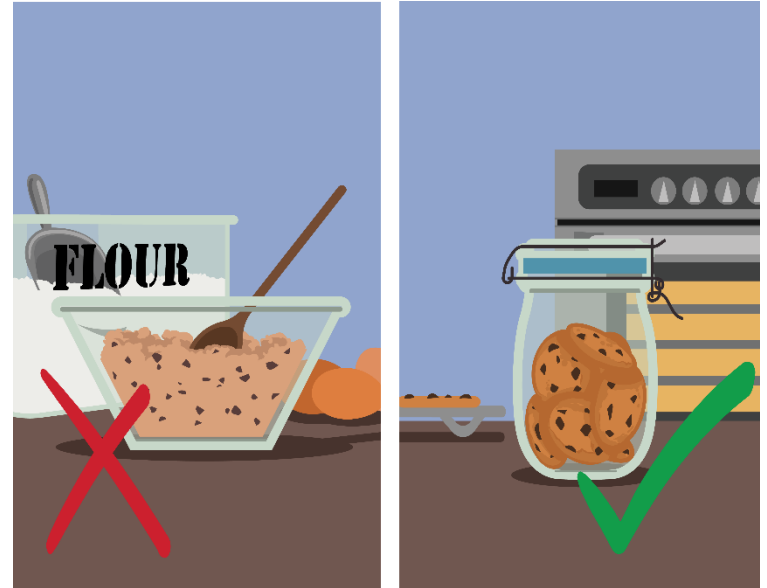


Long Term: Changing Consumer Behavior

- **People weigh the risks and benefits of any behavior**
 - *Risk*: “Could be contaminated and make me sick...”
 - *Benefit*: “...but it tastes really good.”
- **Risk perception is often based on past experiences**
 - “I’ve never gotten sick.”
 - “I always ate it growing up.”
 - “I don’t know anyone who’s gotten sick.”

Long Term: Changing Consumer Behavior

- Outbreak created awareness, but how to build on that?
 - Leverage existing communication channels
 - Holidays
 - Patient testimonial, etc.?



Bake before you bite!